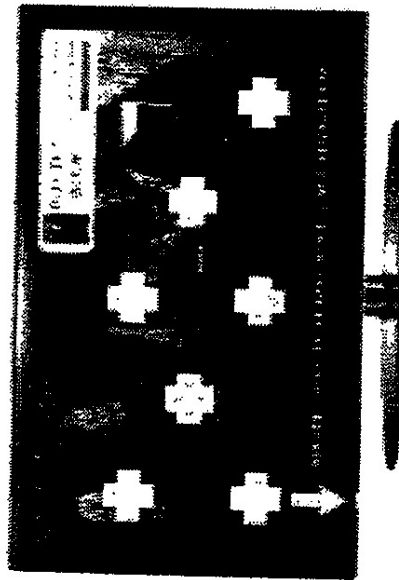


Engage™ Cognitive ACR Platform



1

TV CLIENT

samples the screen and sends to server for detection

1

INGEST SYSTEM

updates fingerprint database with live content & metadata

2

ACR CLOUD APP

identifies the content and time code
"Colbert Report" episode #4325, 17 minutes
25 seconds

Cognitive Networks

3

EVENT SYSTEM

generates web based tagger enabling app
delivery to TV "Buy the Anthony Bourdain Book"

infographic is from a white paper prepared for Cognitive Networks.